

INFORMATION AND COMMUNICATION SERVICES
NIH - TASK ORDER

RFTOP# 63 TITLE: NLM Web Site Usability Study

PART I – REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

Phone: 301- 402-3073

Fax: 301-435-6101

Proposal Address:

6011 Executive Blvd. Rm 529S
Rockville, MD 20892-7663
Bethesda, MD 20892-7670

Billing Address:

Accounts Payable, OFM, NIH
Bldg 31, Room B1B39

B. PROPOSED PERIOD OF PERFORMANCE: 90 days from date of award.

C. PRICING METHOD: Firm Fixed Price – Firm should provide a single price. Please describe the methods to be employed and the estimated number of employee hours required. Firm rates for use of usability testing facilities and equipment. Describe the development of task scenarios, paper prototypes and number of cycles involved in refining a prototype.

Currently available funding is limited to \$25,000. If, in the opinion of your firm, this is not a sufficient amount to conduct a thorough evaluation, please specify how to best spend available funds, which tasks will remain undone, and the additional amounts necessary to complete the evaluation.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to me by e-mail. Please enter in the subject line the following text, “RFTOP#63 – Proposal from (insert your firm name).” A signed task order form will later be requested from the successful bidder.

E. RESPONSE DUE DATE: Wednesday, June 12 2002 at 3:00PM EDT

F. TASK DESCRIPTION: The NLM Web Management Team desires to conduct a usability and card sort study of the NLM web site. The studies will be designed to answer the following key questions:

NLM Web Site – <http://www.nlm.nih.gov>

- ☐ How well does the NLM web site convey a sense of the kind of content users can expect when they explore NLM’s Internet sites?
- ☐ Does NLM’s site-wide organization and navigation enable effective and efficient access to the content?

- Are users able to comprehend the NLM web site content? How clearly do users understand the meaning of labels, links and site instructions?

Answers to these questions will help NLM determine not only the current level of user satisfaction with the web site, and the design modifications that would achieve the highest degree of access and user satisfaction. The contractor will work closely with NLM to determine testing strategies appropriate to each area of study, and will provide NLM with opportunities to observe the testing sessions. The contractor will prepare an appropriate schedule of milestones and deliverables.

Clearances

All studies will be conducted in accordance with OMB regulations. No clearances are required.

G. EVALUATION FACTORS

1. Corporate Experience:

The contractor shall have experience in the following:

- Recruiting and remunerating subjects from target populations
- Preparing and conducting task analysis studies
- Preparing and conducting card sort tests
- Preparing and conducting paper prototype tests, if needed
- Preparing and conducting user interviews
- Recording and analyzing response data
- Evaluating health, medical or information-intensive sites
- Preparing *clear and concise* reports and presentations from the response data
- Making recommendations for modifications to web page layouts and navigation schemes and site language.

The contractor shall utilize their own pre-existing lists of potential study subjects for the purposes of recruitment, and be able to identify subjects based on age, gender, and experience using the Web.

The contractor shall be able to perform usability testing at their site or on the NIH campus. The contractor shall accommodate persons with disabilities either at their site or at the person's home or office. The contractor shall be familiar with hardware and software used by persons with disabilities. The contractor shall be familiar with Section 508 of the Rehabilitation Act and its application to electronic media and web sites.

2. Evaluation Process: The proposed evaluation procedures will be assessed by the NLM to determine the extent to which these procedures are likely to produce objective and meaningful feedback.

3. Price: While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

TO # NICS-63

CONTRACT #263-01-D-0_____

PART II - CONTRACTOR'S REPLY:

TITLE: NLM Web Site Usability Study

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: FFP

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE

CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

FAX # Signature - Project Officer Date

APPROVED: _____

FAX # Signature - Contracting Officer Date

NLM APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE
CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: _____
Signature –Anthony M. Revenis, J.D., NIH-PICS Coordinator Date